

Multi-Channel Marketing Database

Development Methodology

ABSTRACT

A development methodology for a full-service, multi-channel marketing solution that helps retailers, financial services and telecommunications companies determine where, when and how to interact with their prospects and customers to build stronger relationships. The preferred embodiment of the invention results in an outsourced marketing solution that is tailored to the client's goals and resources, and that delivers everything the client needs to streamline the marketing process, including data warehousing, reports and queries, campaign management and execution, marketing strategy consulting, Internet information delivery services, promotion data processing, data enhancement, strategy design and execution, decisioning tools, optimization tools, and predictive and descriptive modeling.